

Abstract

In case where photo information PI (Exif IFD) is included in image data GF, a CPU calculates a modified contrast correction amount  $tCurve\_cont$  and a modified brightness value correction amount  $tCurve\_Y$ , in consideration of an exposure correction amount (a light exposure) EV. The CPU applies the obtained modified contrast correction amount  $tCurve\_cont$  and the modified brightness value correction amount  $tCurve\_Y$  to a tone curve, and executes an adjustment of image quality including contrast and brightness value. In other words, the CPU modifies characteristics of the tone curve by using the modified contrast correction amount  $tCurve\_cont$  and the modified brightness value correction amount  $tCurve\_Y$ , and adjusts the image quality of the image data by applying the modified tone curve to the image data GD.